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Titolo	Screenwriting from the Inside Out : Think and Write like a Creative // by Margaret McVeigh
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Nota di contenuto	Chapter 1: Screenwriting and Creativity: From the Inside Out -- Chapter 2: How do Creatives Think? -- Chapter 3 Creative Mind. Creative Writer -- Chapter 4 Finding Flow. Just do it! -- Chapter 5 It Could Be More! -- Chapter 6 Be Bold!.
Sommario/riassunto	<p>"This is the book the screenwriting community has been waiting for. Skilfully combining creative practice with creativity research and innovative pedagogies, it fills a major gap in screenwriting scholarship. It serves as a best-practice model, appealing to writers of all types and career stages." —Professor Craig Batty, Executive Dean (Creative), University of South Australia. "In this book, Margaret McVeigh takes our hand to guide us through the process of being a creative screenwriter. She combines her expertise in screenwriting with the most recent advances in the psychology of creativity, sharing tools that all writers can use to construct creative and meaningful stories." — Andreia Paula da Costa Valqueresma, Assistant Professor, University of Maia, Portugal. "Reading Screenwriting from the Inside Out by Margaret</p>

McVeigh has been like falling in love. You don't know what's happening, but you are sure 'this is the way it has to be'. By combining screenwriting, neuroscience and creativity the book enlightens not just the mind but also the heart. Reading it, you understand what it means for writers to write with the blood of their veins." — Dr Carmen Sofia Brenes, Researcher, Chair, SRN (Screenwriting Research Network) 2018-20. This book provides aspiring screenwriters with a practical and informed way to learn how to think and write like a "creative". It stands apart from, yet complements, other screenwriting "how to" books by connecting the transdisciplinary academic fields of screenwriting, film studies and cognitive psychology and neuroscience. Using a stepped approach, it shows the writer how to understand that how we think, shapes what we write, so that we may write better. Margaret McVeigh PhD is Head of Screenwriting and Contextual Studies at Griffith Film School, Griffith University, Australia. Margaret has successful industry experience inscreenwriting, publishing and public relations. She is a recognized international expert in screenwriting and creativity and has run creativity workshops around the globe. Margaret's passion is to enable the writer to use an integral knowledge of craft and creativity to tell inspiring and empowering stories.
